



U.S. Industrial/Maritime Security Seminar and Exhibition

Montreal, Quebec and Halifax, Nova Scotia
November 6-8, 2006

The U.S. Commercial Service in Canada invites U.S. suppliers of maritime, transportation and industrial security equipment and services to join the second annual U.S. Industrial/Maritime Security Seminar and Exhibition in Montreal, Quebec and Halifax, Nova Scotia November 6-8, 2006.

The goal for this two-stop exhibition will be to meet and establish business relationships with key contacts in the maritime and industrial sectors in Montreal and Halifax, thereby addressing the needs of both regional markets. This exhibition offers an unparalleled opportunity to make new contacts with provincial and municipal governmental agencies, distributors and end users of security technology as well as increasing their export sales in Canada.

Cost: US \$2700 for the first company representative
US \$450 for each additional company representative

Participants will be entitled to:

- the opportunity to exhibit, via tabletop, for one full day to a targeted audience, selected by U.S. Commercial Service commercial specialists.
- make a 25-minute presentation on their technology in each city to an targeted audience interested in their products or services.
- network with key government and business representatives from each region at our event luncheon.
- a networking dinner in Montreal with U.S. Ambassador Wilkins and a Department of Homeland Security representative as keynote speakers.
- learn about procurement opportunities in each city and region.
- industry briefings/security updates by government and private sector officials from Quebec and Canada's Atlantic provinces.
- obtain exclusive, qualified contact lists for each region, available **ONLY** to exhibition participants.
- full logistical support including hotel reservations at preferred rates and expedited customs clearance for exhibition and promotional materials.

Companies offering the following products and services can best benefit from participation:

- ❖ perimeter fencing
- ❖ video surveillance devices & systems
- ❖ facility access control systems
- ❖ mobile gate equipment (rail, highway, personnel)
- ❖ motion detection units
- ❖ specialty lighting
- ❖ training products
- ❖ communications products (secure nets)
- ❖ container screening devices

To register for this targeted trade promotion opportunity, contact:

Connie Irrera
Commercial Specialist
U.S. Commercial Service
Consulate General of the United States of America
P.O. Box 847
Champlain, New York 12919
Tel: (514) 398-9695 ext. 2262
Fax: (514) 398-0711
E-mail: connie.irrera@mail.doc.gov

or download a registration form at: <http://www.buyusa.gov/canada/en/imss.html>.

Market Opportunities Created by New Canadian Security Initiatives

The [U.S. Commercial Service in Canada](#) is organizing this event in order to take advantage of new security initiatives being undertaken in two of Canada's most important ports, **Montreal, Quebec** and **Halifax, Nova Scotia**. According to a recent news report, Prime Minister Stephen Harper announced new measures to help increase Canada's capability to detect and respond to a potential terrorist attack. CDN\$254 million dollars will be invested to bolster the safety and security for Canada's land, sea and air travel networks. In addition to enhancing programs that protect Canada's transportation system, the government will also work to better coordinate the anti-terrorism efforts of the various agencies and organizations that are responsible for transportation safety.

U.S. companies will benefit from the creation of new projects being funded to enhance security at these ports, related marine facilities and to various other appropriate end-users such as principal operators (bulk, container, and auto) located within the Quebec and Atlantic Canadian regions. These projects are designed to help Canada's ports and marine facilities modernize and strengthen their security systems and programs as well as improve the safety and efficiency of Canada's overall transportation network.

Here is an overview of the new initiatives in the transportation security, air cargo and air passenger screening security technology markets:

Transportation Security

Canada's new government is investing CDN\$254 million over two years to increase air, rail, transit and marine security as part of the CDN\$1.4 billion to enhance national security overall. Under this plan, Canada will:

1. Invest in the improvement of screening of cargo at airports.
2. Invest more in air passenger screening
3. Invest more in security the rail system
4. Enhance marine port security

Air Cargo

CDN\$26 million over two years will be invested for air cargo initiatives designed to enhance existing air cargo security measures. The initiatives include measures to ensure the integrity of air cargo security throughout the supply chain, as well as the evaluation of screening technologies

Air Passenger Screening

CDN \$133 million over two years will be allocated for the Canadian Air Transport Security Authority (CATSA). The investment will enable CATSA to respond to increasing air passenger volumes and corresponding operating pressures.

Rail Transport Security

The rail transport security funding of CDN \$95 million over two years is multi-faceted and includes:

1. Funding to enhance critical security in high-risk passenger rail and transit security operations. It will establish a new passenger rail and urban transit security contribution program, targeted towards the high volume passenger areas of commuter rail and urban transit, with a focus on major urban transit systems and equipment. This program will provide financial assistance to commuter rail and public transit operators in designated major metropolitan areas to accelerate the implementation of new and enhanced security measures
2. Funding to strengthen Canada's capacity to provide surface transportation security leadership assessments and expert assistance in the development of security assessments and plans, best practices and guidelines; enhance information sharing networks; strengthen incident tracking and trend analysis; conduct technology research and development programs targeted to high-volume passenger transportation; and coordinate international and intergovernmental efforts on surface transportation security

3. Funding to improve the readiness of Canada's urban transport sector to respond to emergencies and to develop effective contingency plans. This funding will allow Canada's new government to partner with key jurisdictions and stakeholders to carry out complex inter-jurisdictional exercise in designated major metropolitan areas. These exercise are essential in preparing officials at all levels of government, as well as infrastructure owner-operators, first responders and law enforcement officers, for their roles in emergencies
4. Eligibility for Canada's domestic ferry operators, including those that are part of urban transit systems, to apply for funding under the existing Transport Canada Marine Security Contribution Program to enhance the security of their facilities and vessels. Ferries and certain marine facilities will be given an additional two years to apply to the Marine Security Contribution Program (until November 2009).

The Canadian security industry therefore presents an attractive opportunity for U.S. exporters serving the sector. As the strong growth witnessed in the Canadian market shows no signs of slowing, there is no better time than the present to begin expanding operations across the border. The U.S Industrial/Maritime Security Seminar and Exhibition presents the opportunity to gain the background knowledge necessary to succeed in the Canadian marketplace, while providing the contacts necessary to form partnerships within the industry.

How the U.S. Commercial Service Can Help U.S. Security Industry Companies Expand Sales in Canada

In addition to the U.S. Industrial/Maritime Security Seminar and Exhibition, the U.S. Commercial Service in Montreal offers assistance to U.S. security industry companies seeking one-on-one counseling, industry information, networking and business opportunities in Canada. In particular, U.S. companies are welcome to e-mail commercial specialist [Connie Irrera](#), author of this report, or phone her at (514) 398-9695 ext. 6-2262, at the U.S. Commercial Service in Montreal at any time to discuss market opportunities or discuss the regulatory environment.

The U.S. Commercial Service also has six regional offices covering Canada: CS Halifax (902) 429-2482 ext. 102; CS Montreal (514) 398-0673; CS Ottawa (613) 688-5217; CS Toronto (416) 595-5414; CS Calgary (403) 265-2116; and CS Vancouver (604) 685-3382. Further information is also available from the U.S. Commercial Service's [Export Assistance Centers](#) throughout the United States.

Learn more about Commercial Service Canada services and upcoming security trade events for U.S. companies at
www.buyusa.gov/canada

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